M.B.A. DEGREE EXAMINATION — DECEMBER, 2018.

First Year

MANAGEMENT FUNCTION AND BEHAVIOR

Time : Three hours　　　　Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain organizational structure.

2. Define recruitment.

3. Define staffing.

4. Explain organizational development.

5. Explain evolution of management.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain Hawthorne experiment in details.

7. What are steps in decision making process?

8. Explain evaluation of management theory.

9. Describe the various styles of leadership.

10. Explain control techniques and information technology.

11. Explain barrier of effective communication and types of communication.

12. Difference between recruitment, selection and induction.

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M.B.A. DEGREE EXAMINATION –
DECEMBER, 2018.

First Year

MANAGERIAL ECONOMICS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define managerial economics.

2. Difference between inflation and deflation.

3. Define oligopolistic competition.

4. Explain Douglas function.

5. Explain unemployment.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain types of demand with suitable example.

7. Discuss the nature and scope of Managerial Economics.

8. Explain various forms of mark structure.

9. Briefly explain about national income of India.

10. Explain about profit planning, central and measurement of profiles.

11. Explain fundamental concept of managerial economics.

12. What are factors affecting pricing decision and differential pricing?

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M.B.A. DEGREE EXAMINATION — DECEMBER, 2018.

First Year

FINANCIAL AND MANAGEMENT ACCOUNTING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Distinguish between Financial Accounting and Cost Accounting.

2. What are the Limitations of Financial Statements?

3. What is Fund Flow Statement? How does it differ from Cash Flow Statement?

4. State the different types of Budgets.

5. What is Standard Costing? State its Advantages.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Ms. Supraja provides the following information. Prepare a Trading Account, Profit and Loss Account and Balance Sheet as on 31.12. 2016.

Particulars	Rs.
Opening Stock	30,000
Sales	60,000
Salaries	8,000
Wages	4,000
Creditors	3,000
Sales Return	5,000
Purchase Return	3,000
Computers	49,000
Purchases	20,000
Capital	50,000

Additional Information:

(a) Closing stock 20,000.

(b) Outstanding wages 500.

7. How do you Classify the Ratios?

8. Enumerate the various Sources and Applications of Funds.

9. The expenses for the production of 5000 units in a factory are given below:

	Rs. Per Unit
Materials	50
Labour	20
Variable overheads	15
Fixed overheads (Rs. 50,000)	10
Administrative expenses (5% variable)	10
Selling expenses (20% fixed)	6
Distribution expenses (10% fixed)	5
Total Cost per unit	116

Prepare a Flexible Budget for the production of 7,000 units.

10. What is Responsibility Accounting? State its Objectives.

11. The following is the Profit and Loss Account of M/s Usha industries for the year ended 31.12. 84.

	Rs.		Rs.
To Opening stock	9,950	By sales	85,000
To Purchases	54,525	By Closing Stock	14,900
To Carriage inwards	1,425		
To Gross Profit c/d	34,000		
	99,900		99,900
To Office expenses	15,000	By Gross Profit	34,000
To Selling expenses	3,000	By Profit on sale of Investment	600

	Rs.		Rs.
To Financial expenses	1,500	By Interest on Investment	300
To Loss on sale of asset	400		
To Net profit	15,000		
	34,900		34,900

Balance sheet as on 31.12.1984

Liabilities	Rs.	Assets	Rs.
Capital- shares of Rs. 10 each	20,000	Land	15,000
Reserves	9,000	Plant	8,000
P /L account	6,000	Stock	14,000
Bank overdraft	3,000	Debtors	7,000
Creditors	8,000	Bills Receivable	1,000
Outstanding expenses	2,000	Cash	3,000
	48,000		48,000

Calculate:

(a)   Current Ratio

(b)   Liquid Ratio

(c)   Gross Profit Ratio,

(d)   Net Profit Ratio

(e)   Stock Turnover Ratio.

12.   Calculate: (a) Profit Volume Ratio (b) Break Even point (c) Margin of Safety.

	Rs.
Total Fixed Costs	18,000
Total Variable Costs	30,000
Total Sales	60,000

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M.B.A. DEGREE EXAMINATION — DECEMBER 2018.

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Write a note on Geometric Series.

2. What are the advantages of diagrammatic and graphic presentation of data?

3. Explain about the two Regression lines.

4. What is Binomial distribution? Give a real-life example where such a distribution is appropriate.

5. What is an Index Number? What does it measure?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. A survey of a group of students, revealed that 60 of them liked at least one of the cereals, Frosted Flakes or Lucky Charms. If 50 of them liked Frosted Flakes and 46 of them liked Lucky Charms, (a) How many of them liked both cereals? (b) Draw a Venn diagram showing the results of the survey. (c) How many students liked Frosted Flakes but did not like Lucky Charms?

7. Count the number of letters in each of the para given below (ignoring comma, full-stop, blank spaces) and prepare a discrete frequency distribution.

   "Statistics is a term used to summarize a process that an analyst uses to characterize a data set. If the data set depends on a sample of a larger population, then the analyst can develop interpretations about the population primarily based on the statistical outcomes from the sample."

8. Calculate the Median and Mode of the data given below :
   Marks :   10 20 30 40 50 60
   No. of Students : 8   23 45 65 75 80

2   **MBA–104**

9. A bag contains 6 white, 4 red and 10 black balls. Two balls are drawn at random. Find the probability that they will both be black.

10. Using three yearly moving averages, determine the trend and short-term fluctuations.
    Year :   1998 1999 2000 2001 2002 2003
    Production :   21   22   23   25   24   22
    Year :   2004 2005 2006 2007
    Production :   25   26   27   28

11. What is Correlation? What is the significance of positive and negative correlation?

12. What is meant by Time Series? Discuss its importance in Business.

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M.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

First Year

MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1.   What is MIS? State its Characteristics.

2.   What are Input Devices? Give Examples for Input Devices.

3.   What do you understand by Expert System? State its importance.

4.   What are the Challenges in Information System Planning?

5.   Write a note on Ethical Issues in MIS.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the Scope of Management Information Systems.

7. What do you understand by Distributed Systems? State the Characteristics of Distributed Systems.

8. What is Strategic Information System? Explain the Characteristics of Strategic Information System.

9. Explain the steps involved in System Analysis and Design.

10. Explain the Relationship between Ethical, Social and Political Issues.

11. Explain the various Database Models used in the Industry.

12. Explain the Stages of System Life Cycle.

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2   **MBA-105**

M.B.A. DEGREE EXAMINATION — DECEMBER 2018.

First Year

MARKETING MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Why should you study marketing?

2. Write a short note on 4 Ps in marketing mix.

3. What are the Psychological factors on buying decision making?

4. Define Packaging. List out its benefits.

5. Explain the methods of relationship building with customers.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Is it Marketing information system is inevitable in today's Business?

7. Highlight the internal and external Environmental factors influence the Business.

8. "Industrial Buying Behaviour" Critically Evaluate

9. Discuss the Various types of Pricing Methods in Present Market Scenario.

10. Discuss the Role of Advertising and Personal Selling in Sales Promotion.

11. Describe the distinctive features in Services Marketing.

12. Explain Customer Relationship Building in service marketing.

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MBA–108	MSP–17

M.B.A. DEGREE EXAMINATION — DECEMBER, 2018.

First Year

HUMAN RESOURCE MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the environmental factors influence of HRM?

2. Explain the Job Enlargement and Job Rotation?

3. What do you mean by Sensitivity Training?

4. Explain the problems in performance management.

5. What is collective bargaining?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Define HRM and what are the managerial and operating functions as a HRM profession.

7. Critically analysis the issue of absenteeism and labour turnover in industry.

8. What are the need and importance of training and development including evaluation of Training Programme?

9. Explain the training methods of Group Discussions, Conference and Seminar.

10. Explain in details the techniques of Performance Appraisal and importance Critical of good appraisal plan.

11. Explain the wage, administration and fringe benefits.

12. Write a detailed note on Employee Participation in Management and collective bargaining.

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M.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

First Year

OPERATIONS RESEARCH

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1.   What are the advantages and limitations of LPP?

2.   What is an Assignment problem? Explain how maximization problem is solved using Assignment model.

3.   Write a note on Queueing discipline.

4.   Explain the significance of total float in CPM.

5.   List the steps in Monte Carlo Simulation.

Answer any FOUR questions.

6. Solve the following LPP graphically.

$Max\ Z = 100x_1 + 40x_2$
$Subject\ to$
$5x_1 + 2x_2 \leq 1000$
$3x_1 + 2x_2 \leq 900$
$x_1 + 2x_2 \leq 500$
$x_1, x_1 \geq 0$

7. Find the optimal solution for the following transportation problem. Use Vogel's Approximation Method to find the initial solution.

Destination

	X	Y	Z	Supply
A	1	2	0	30
B	2	3	4	35
C	1	5	6	35
Demand	30	40	30	

Origin

2   **MBA-109**

8. A Television repairman finds that the time spent on his job has an exponential distribution with mean 30 minutes. If he repairs the sets in the order in which they came in and if arrival of sets is Poisson with an average rate of 10 per 8 hours day, what is the expected idle time day and how many jobs are ahead of the average set just brought in?

9. Calculate the total float, free float and independent float for the project whose activities and their corresponding duration in weeks are given below.

Activity	1-2	1-3	1-5	2-3	2-4	3-4	3-5	3-6	4-6	5-6
Duration	8	7	12	4	10	3	5	10	7	4

10. An automobile production line turns out about 100 cars a day, but deviations occur owing to many causes. The production is more accurately described by the probability distribution given below.

Production/day	Probability
95	0.03
96	0.05
97	0.07
98	0.10
99	0.15
100	0.20

MBA-109

101	0.15
102	0.10
103	0.07
104	0.05
105	0.03

Finished cars are transported across the bay at the end of each day by Ferry. If Ferry has space for only 101 cars, what will be the average number of cars waiting to be shipped and what will be the average number of empty spaces on the ship?

Use the following random numbers: 97, 02, 80, 66, 96, 55, 50, 29, 58, 51, 04, 86, 24, 39,47.

11. Write down the stepwise procedure for determining the critical path of a project.

12. Describe steps in Hungarian method with an example.

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M.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

First Year

RESEARCH METHODS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1.   Define Social Science Research and its Problems.

2.   What is Hypothesis? List out its types

3.   Why we go for Pilot Study?

4.   Write short note on correlation and regression.

5.   What is Index and Bibliography?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe the Research Process and its steps.

7. Describe the types of Probability and non-Probability Sampling. Justify

8. What is sampling error? How it is occurred?

9. What are the sources of secondary data?

10. How does Data Analysis and Processing of data in social Sciences? Evaluate.

11. Write notes on :

(a) ANOVA

(b) One way ANOVA and Two way ANOVA

(c) U Test.

12. Describe the different types of research reports.

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M.B.A. DEGREE EXAMINATION – DECEMBER, 2018.

First Year

FINANCIAL MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is Financial Management? State its Importance.

2. What do you understand by Net Present Value Method?

3. What is Cost of Capital?

4. What do you understand by Dividend Policy?

5. Write a note on Miller Orr Model.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the various sources of short term finance through money market.

7. Explain the different methods of evaluating Investment Proposals.

8. Distinguish between Operating Leverage and Financial Leverage.

9. Explain MM Approach to Capital Structure.

10. What is Inventory Management? State its Importance.

11. ABC Ltd is considering two investment proposals X and Y each requires and initial investment of Rs. 51,250. The annual cash inflows are as follows:

Year	Cash Inflows (Rs.)		Present value of Re.1 at 10%
	X	Y	
1	10,000	30,000	.909
2	20,000	20,000	.826.
3	30,000	10,000	.751

Calculate the Net Present Value for both X and Y. Which Proposal do you recommend? Why?

12. Estimate the Working Capital Requirements of a firm from the following information

Stock	1,00,000
Debtors	2,00,000
Bills Receivable	50,000
Cash in hand	25,000
Cash at Bank	25,000
Prepaid Expenses	50,000
Sundry Creditors	40,000
Bills Payable	10,000
Outstanding Expenses	25,000
Debentures	1,00,000
Short Term Investments	50,000
Preliminary Expenses	10,000

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